

Build Your Own Content Factory

WACVB 2014

Tess McBride
@tess_mcbreezy

Kat Reese
@kat_pdx

* sparkloft



Kat Reese

Account Director

@Kat_PDX

Hardcore photographer



Tess McBride

Senior Strategist

@Tess_McBreezy

Hardcore Oregon Ducks fan

OVERVIEW

Why build a factory?

What are you manufacturing?

How are you making it?

Up and running

Blueprints

WHY BUILD A FACTORY?



Image Credit: Flickr Creative Commons

Sorting



Image Credit: Flickr CIMMYT



Flickr Image credit: Billy Lam

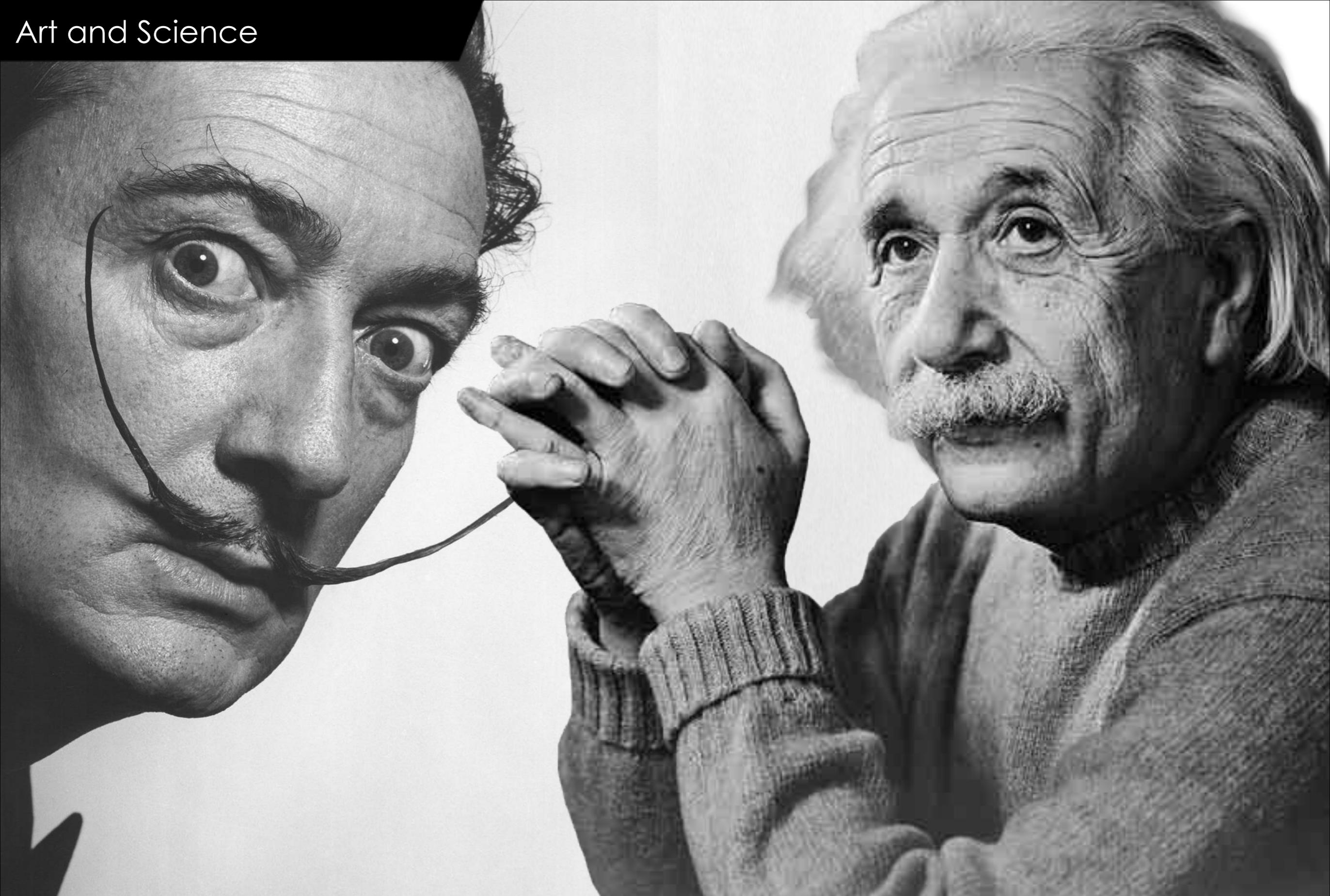
Fridge vs. Museum



Flickr Image credit: Brian Auer



Flickr Image credit: MTSOfan

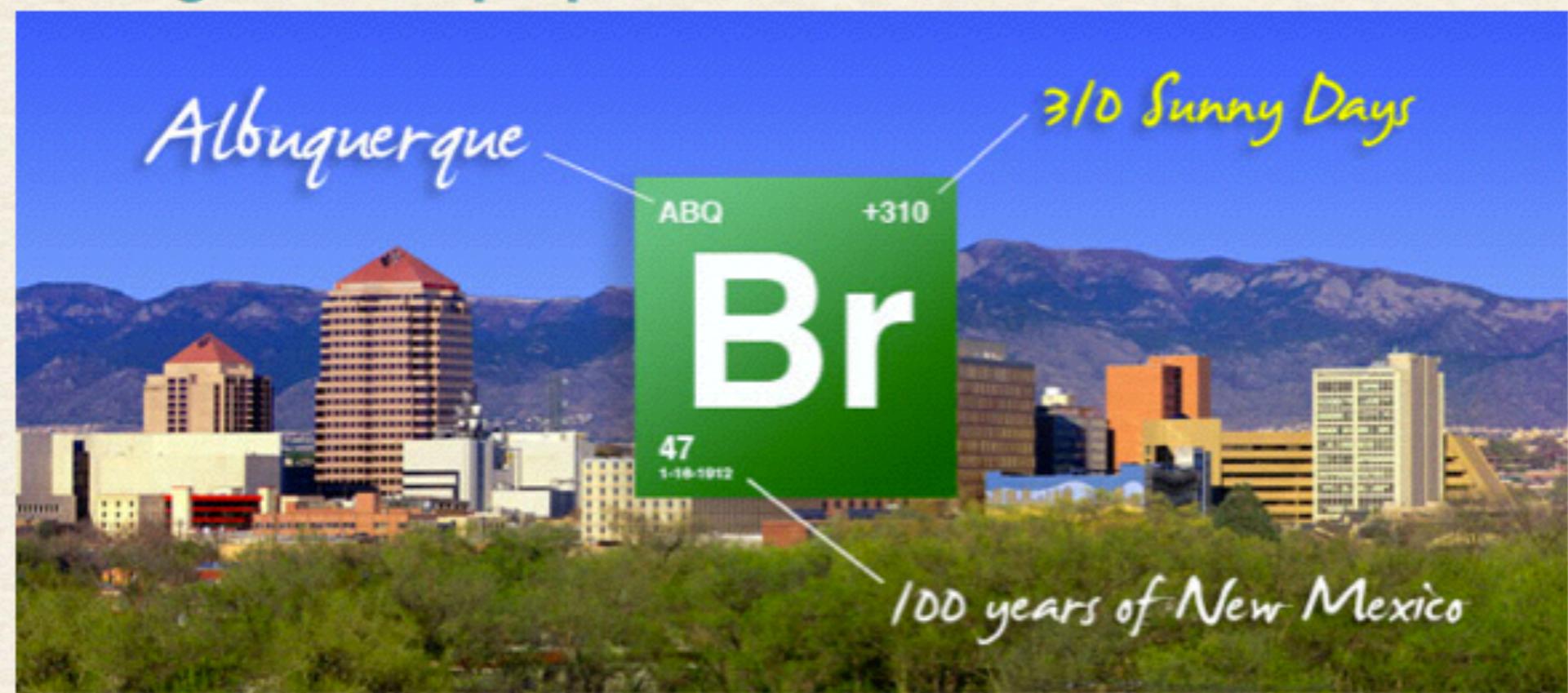




EX: NIGHTLIFE

Flickr Image credit: Flip Roefs

Breaking Bad in Albuquerque



Breaking Bad Inspired Products



Bathing Bad

Albuquerque's [Great Face & Body](#) has created a line of bath products called [Bathing Bad](#) along with a spice line coined after Los Pollos Hermanos from the show. They have also introduced a [Breaking Bad Cooking Class](#) where you leave with your own bag of candy and a bag of Bathing Bad Bath Salts.

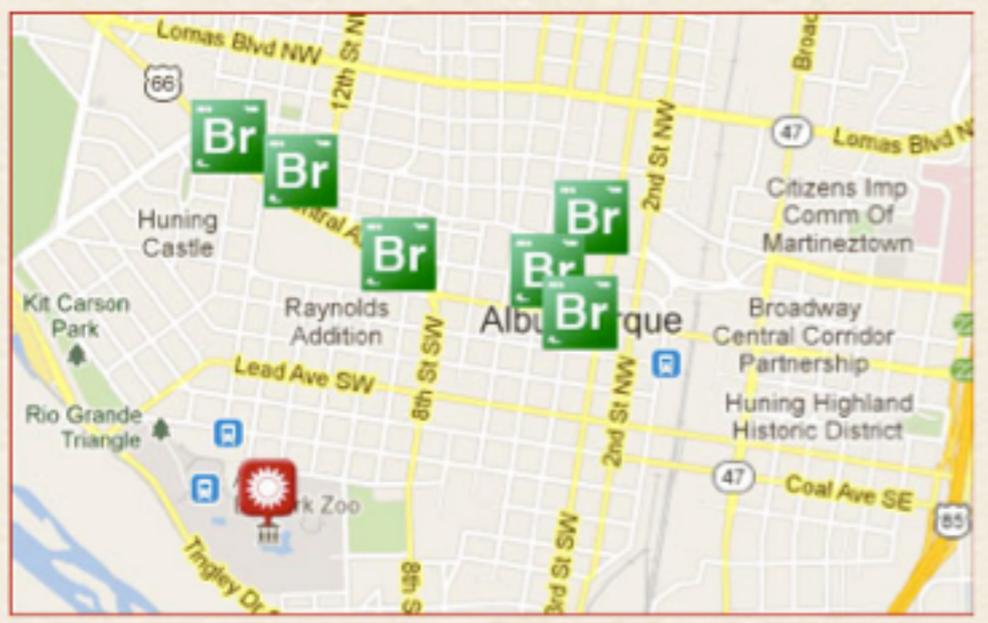


Breaking Bad Rock Candy

[The Candy Lady](#) in Old Town Albuquerque offers blue ice candy for \$1 per bag. [Find out more.](#)



Ways to explore Breaking Bad locations



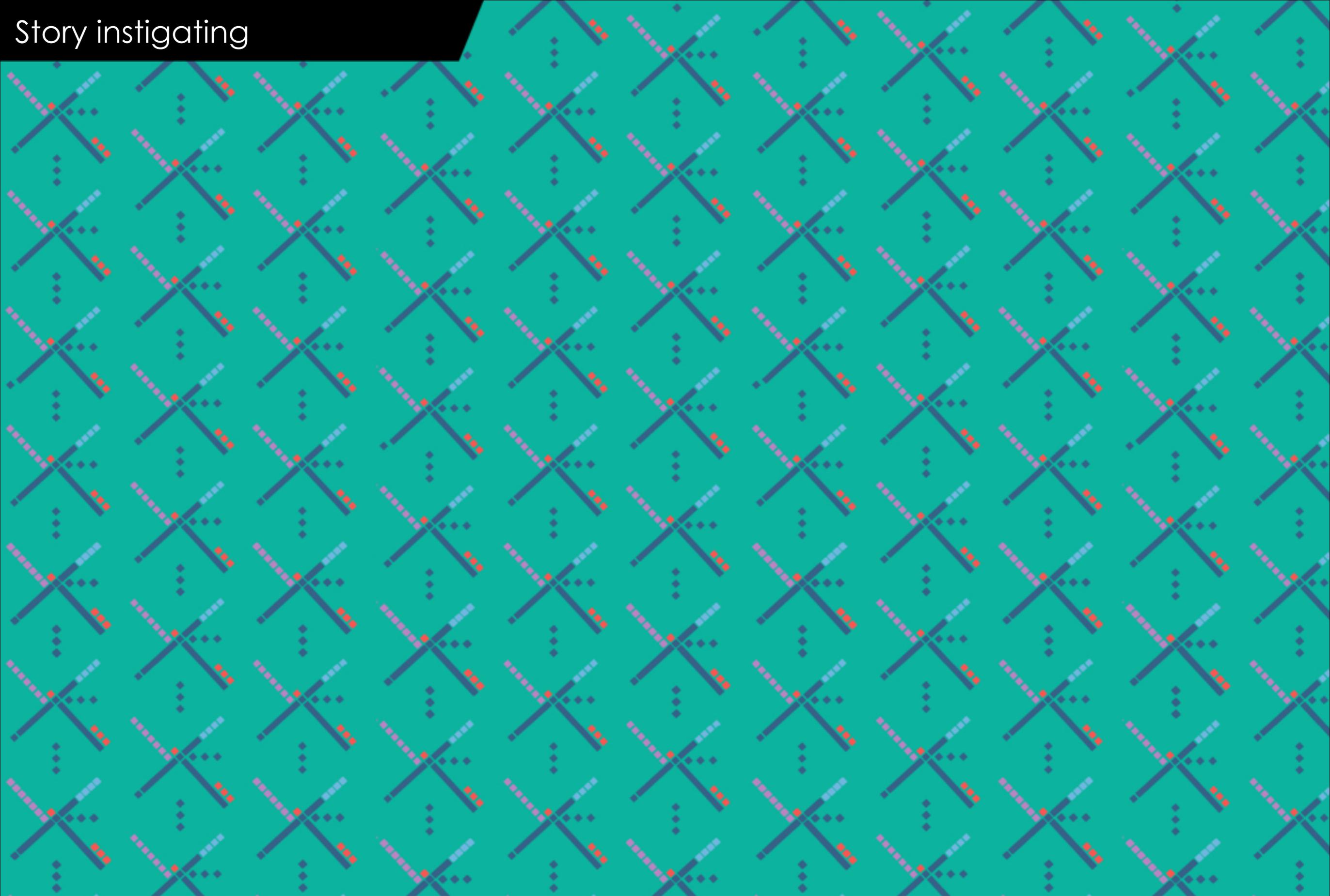
What the actors say about Albuquerque

Breaking Bad-Inspired Hotel Packages



Area hotels have put together creative packages for show enthusiasts to soak up every minute of their time in Breaking Bad's hometown. [Breaking Bad-Inspired Hotel Packages](#)

Story instigating



The Carpet at Portland Airport
December 6, 2013

Couldn't have said it better myself! Sent in by one of you =]



Like · Comment · Share

1,020 23 96

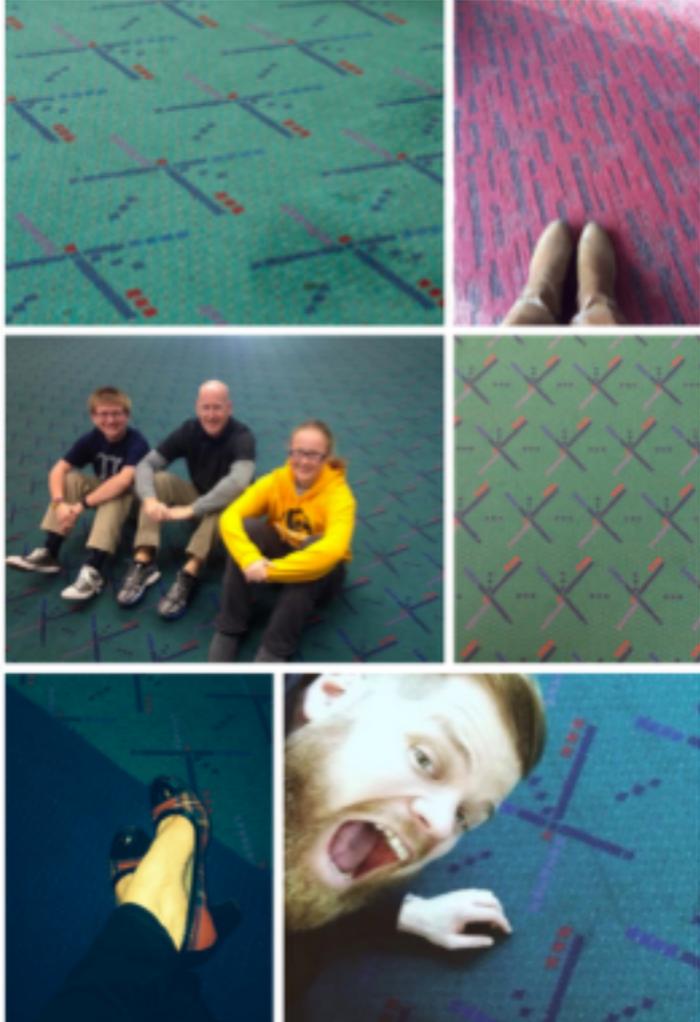


TWEETS 126 FOLLOWING 0 FOLLOWERS 362

Follow

Followed by Nova Newcome, Lisa McMahan, Tess McBride and 3 others.

Photos and videos



Story instigating

pdxcarpet 3271 medias

User	Engagement (Likes/Comments)
wendymayhugh	2/0
xokalex	26/6
sara_bo_bara88	20/8
beachesrestaurant	8/0
shacan15	6/1
jessicalynnisme	16/1
adamhouse	21/6
martinottim	6/6
heidistclair	79/2
sarahdisgraced	14/3
iputthacityonmyb...	134/1
bwin014	32/0
melanielygraham	13/0
hechoenpdx	20/3
jojodp	18/2



WHAT ARE YOU MANUFACTURING?

What are the pieces?

Client Approval

Community Manager

Copy

Photo Sourcing Strategy

Social Brand Guides

Defined Themes

Community Standards

Publishing Day and Time



A screenshot of a Facebook post from the page "Visit South Africa". The post is dated February 24 and was posted by Holly Duffy. The text of the post reads: "Have you heard? It's Culture and Heritage week! Share your favorite memories of South Africa here!". Below the text is a large photograph of a woman in a red shirt sitting on a rocky cliffside, blowing a green and red megaphone. In the background, there is a coastal town and a bay. At the bottom of the photo, there is a green banner with the text "CAPE TOWN" and a circular logo for "CULTURE & HERITAGE WEEK". Below the photo, the Facebook interface shows "Like · Comment · Share" and "103" comments. At the bottom, it says "1,117 people like this." and "Top Comments".

STEP 1: THE COPY

Plan a Content Calendar

- 1 Plan post dates, themes and goals
- 2 Proofread copy
- 3 Include links
- 4 Multiple Channels, One Document

The screenshot shows a Google Spreadsheet titled "Sparkloft Content Calendar" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Help) and a toolbar. The spreadsheet has four columns: A (Date), B (Theme), C (Tweet (under 140)), and D (Link). The rows contain content for dates from 1/16/2014 to 1/20/2014. Orange callout circles are placed over the spreadsheet: circle 1 is over the "Date" and "Theme" columns; circle 2 is over the "Tweet" column; circle 3 is over the "Link" column; and circle 4 is over the social media channel dropdown menu at the bottom.

	A	B	C	D
1	Date	Theme	Tweet (under 140)	Link
2	1/16/2014	Meetings	RT @JoyLinDMAI: Are you cutting contact with over 71% of #meetingprofs by not being social? buff.ly/1exxehY #DMAI	http://www.destination-design-make-your-destination-shareable#sthash.7
3	1/17/2014	Tourism	RT @meetDMAI: Martin Stoll of @sparkloft talks Experience Design and the importance of making your destination shareable	http://www.toprankb.com/social-media-experts/
4	1/18/2013	Social	Nice infographic on LinkedIn B2B numbers:	http://www.socialmedia-experts.com/an-event-with-social-media
5	1/19/2014	Event	How to Use Social Media to Promote an Event:	http://www.visitanchorage.com
6	1/20/2014	Anchorage	Speaking to the wonderful people of @VisitAnchorage!	
7				
8				
9			: scheduled/sent	
10				

Which is better: Shares



New Zealand 100% Pure
November 27, 2013

Once again, New Zealand tops the world charts winning the Telegraph Travel Award for 2013. See what they had to say about us: <http://bit.ly/1a5Cymo>



New Zealand 100% Pure
December 12, 2013

If you have been to New Zealand before, what would you advise other travelers to see or do? Tell us your #NZmustdo in the comments below!



Which is better: Shares



New Zealand 100% Pure
November 27, 2013

Once again, New Zealand tops the world charts winning the Telegraph Travel Award for 2013. See what they had to say about us: <http://bit.ly/1a5Cymo>



1,595



New Zealand 100% Pure
December 12, 2013

If you have been to New Zealand before, what would you advise other travelers to see or do? Tell us your #NZmustdo in the comments below!



290

Which is better: Retweets



K 74 TravelOregon @TravelOregon · Feb 3
Taking in Oregon's stunning beauty on a winter hike with @1859Oregon:
budurl.com/mgjf pic.twitter.com/fSgt4Lr4Ss



K 74 TravelOregon @TravelOregon · Feb 14
Happy Birthday, Oregon. You're our one true love.
pic.twitter.com/SBO2Y2VFxh



Which is better: Retweets



K 74 TravelOregon @TravelOregon · Feb 3
Taking in Oregon's stunning beauty on a winter hike with @1859Oregon:
budurl.com/mgjf pic.twitter.com/fSgt4Lr4Ss



17

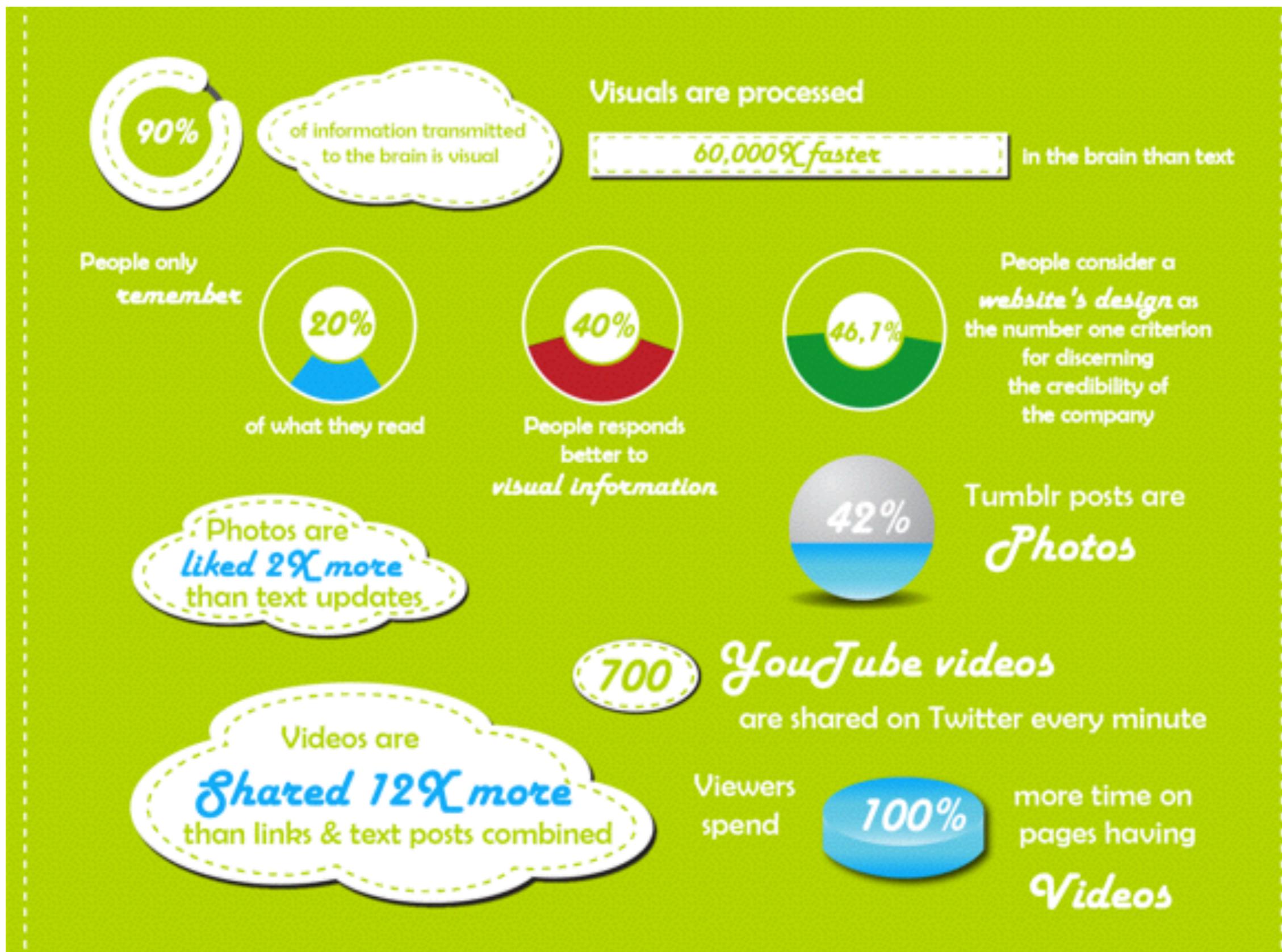


K 74 TravelOregon @TravelOregon · Feb 14
Happy Birthday, Oregon. You're our one true love.
pic.twitter.com/SBO2Y2VFxh



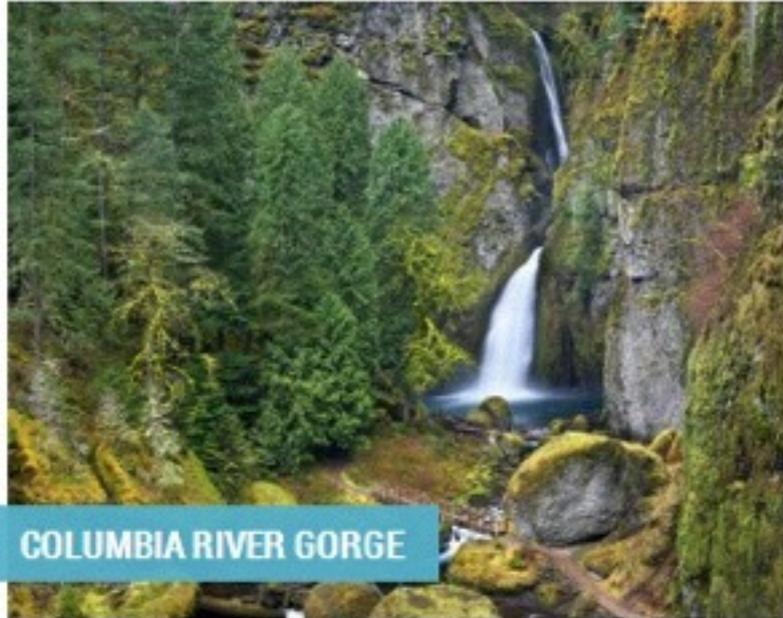
141

STEP 2: THE VISUALS



Source: B2B Infographics

BEYOND PORTLAND



COLUMBIA RIVER GORGE

35 minutes from downtown Portland



WINE COUNTRY

35 minutes from downtown Portland



MOUNT HOOD

75 minutes from downtown Portland

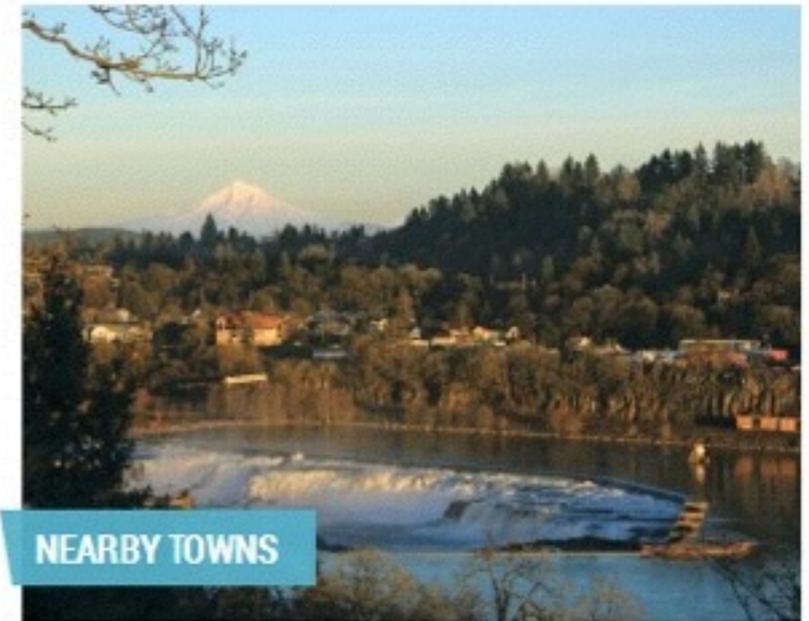


OREGON COAST

90 minutes from downtown Portland



NEARBY ATTRACTIONS



NEARBY TOWNS

NEIGHBORHOODS + REGIONS »

Which is better: Shares



Which is better: Shares



Like - Comment - Share

👍 550 people like this.

15



Like - Comment - Share

👍 1,311 people like this.

💬 View 10 more comments

103

Which is better: Likes



Which is better: Likes



Like · Comment · Share 61

981 people like this. Top Comments ·

Oliver Olson That wall back there was the Elwha Dam? and it's gone now?
Like · Reply · March 6 at 8:00pm

Patagonia replied · 2 Replies

Ara C. Camargo James Holmes
Like · Reply · March 6 at 1:55pm

[View 5 more comments](#)

981



Like · Comment · Share 77

Chip MacAlpine and 1,320 others like this. Top Comments ·

Kasia Seymore Now, That's one of the best photos I've seen!!!!
Like · Reply · 2 · March 7 at 4:05pm

Patagonia There's something really special about it, isn't there?
Like · March 10 at 2:29pm

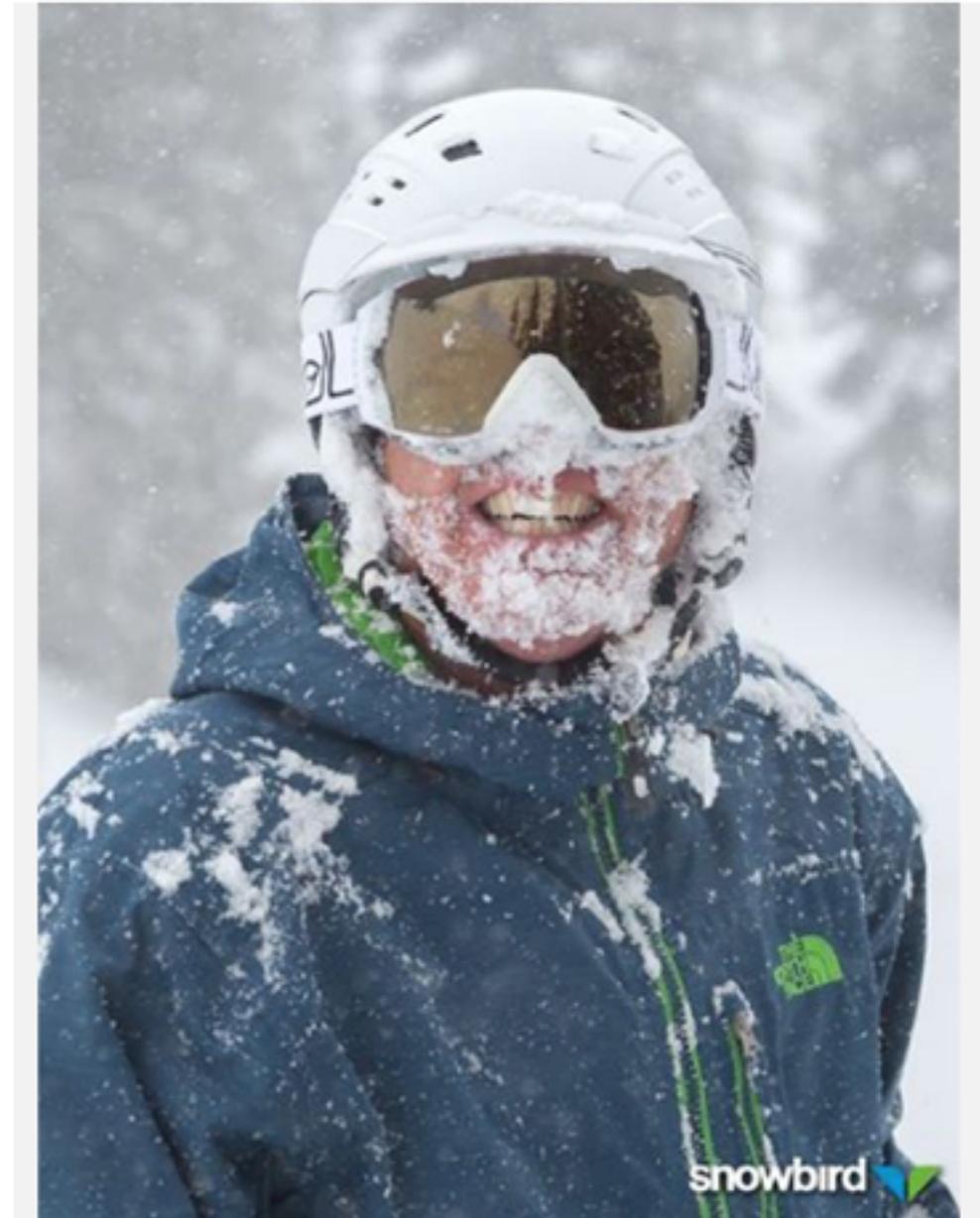
Tammy Tsinny Glenna Nez me and my baby
Like · Reply · 1 · March 7 at 2:48pm

[View 28 more comments](#)

1,320



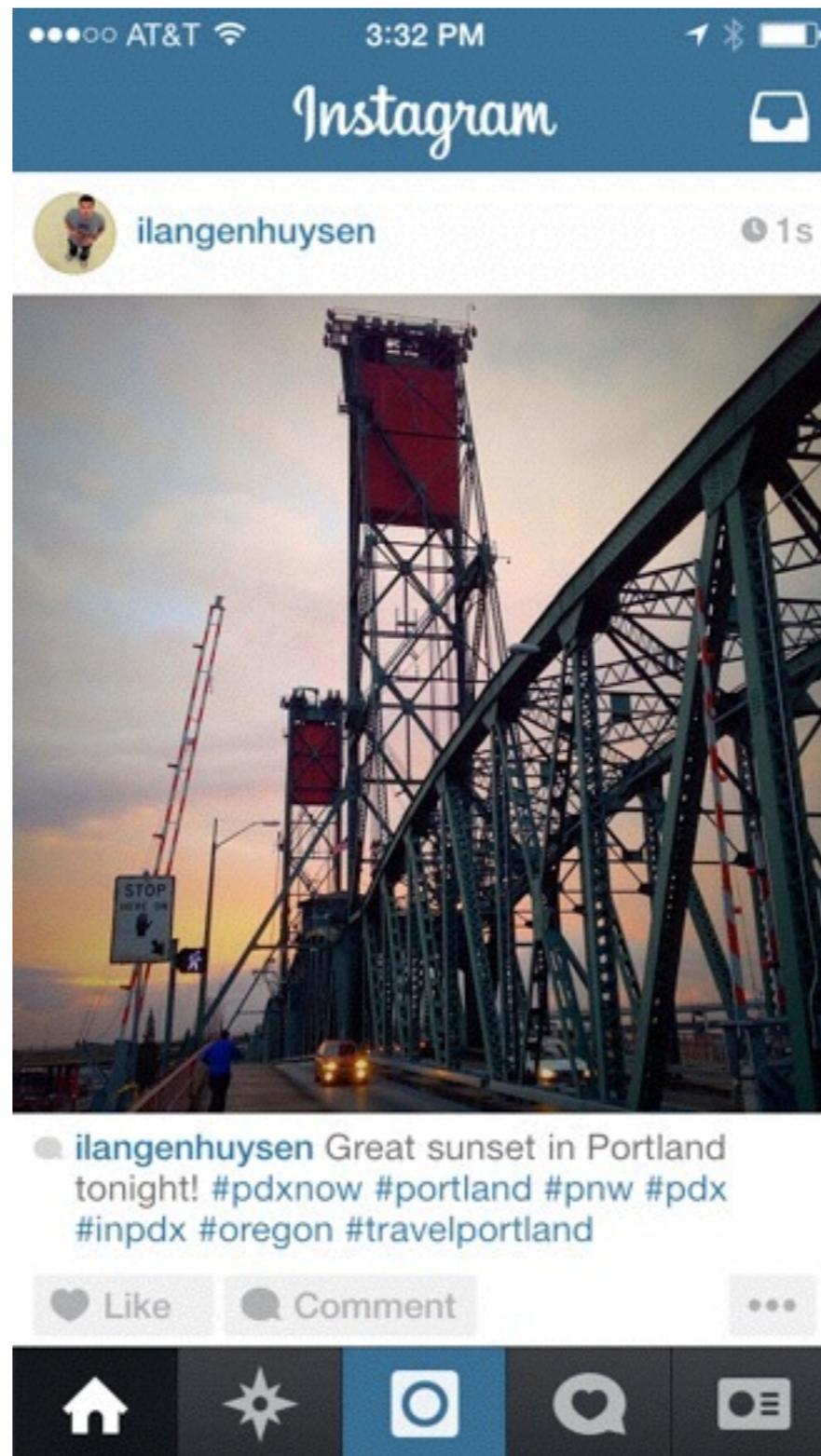
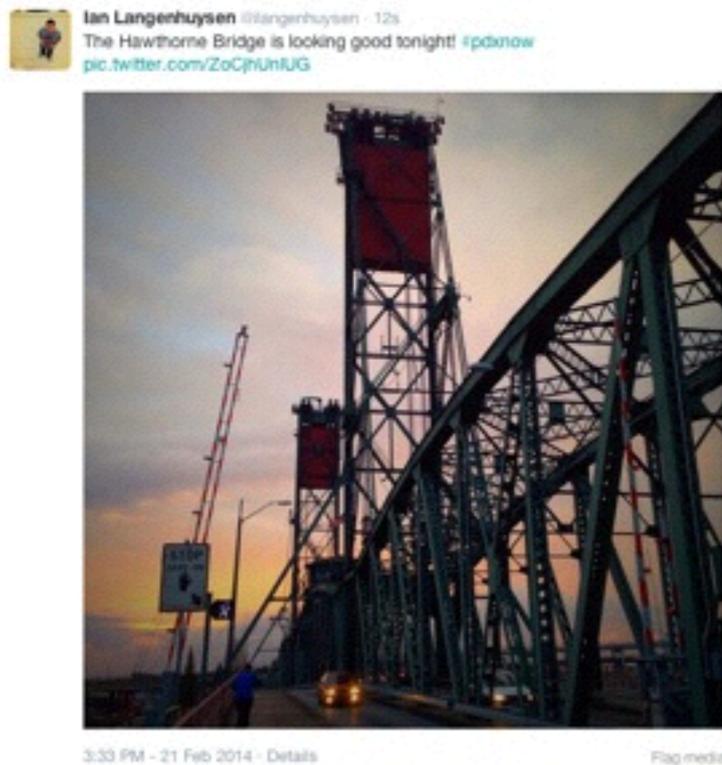
Pure awesomeness at Snowbird today! This week's storms have pushed our mid-mountain snow depth over 88". That's one of the deepest bases in North America! — with Rick May.



Like - Comment - Share

👍 836 💬 24 📄 61

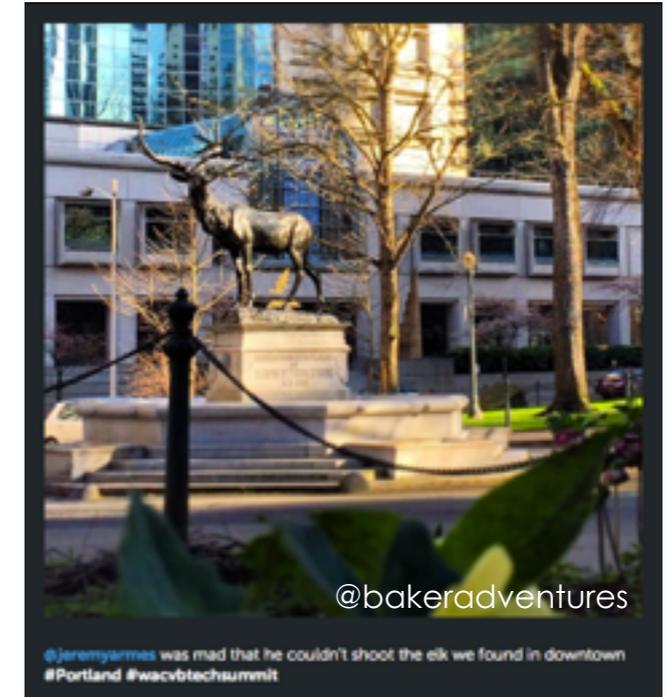
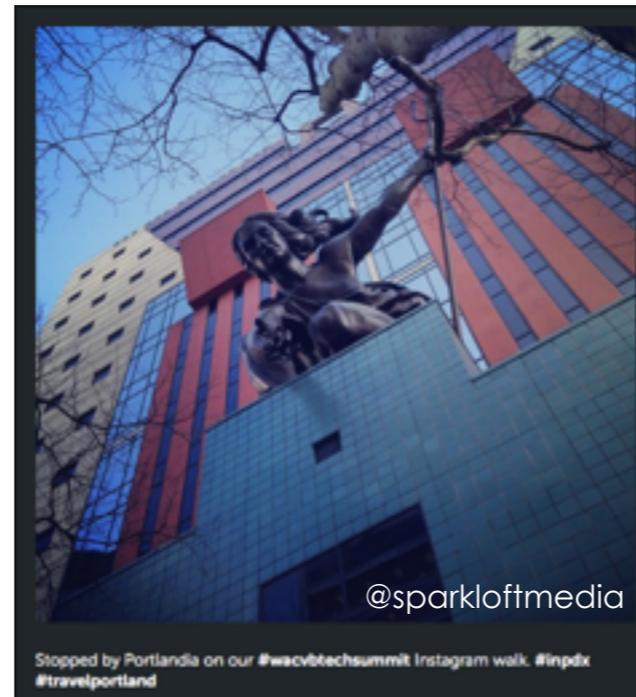
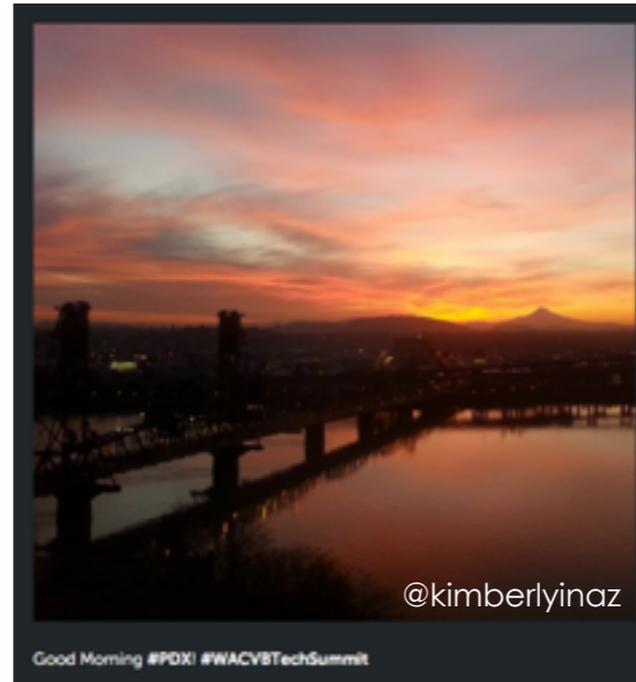
Same but different



**HOW ARE YOU MAKING
IT?**

STEP 1: HEAVY LIFTING

- 1 Staff
- 2 Membership & Partners
- 3 Social Community
- 4 Real people, locals



Thanks...

BAR J WRANGLERS

Cowboy Christmas Show

Saturday Dec. 7th - 7:00 pm
Woods Cross High School
Reserved Seating \$25 • General Admission \$20

Tickets Available at:
bountifulutah.gov

Dieta's
 84 W. Parrish Lane
 Centerville
 801-292-1431

Wingars
 3371 S. Orchard Dr.
 801-292-0178

Sponsored By:
COUNTRY BOUNTIFUL

Bountiful City Offices
 790 S. 100 E.
 801-298-6100

2280 S. Orchard Dr.
 801-292-1432
bountifulutah.gov

EZTicket.com
 Your Ticket Partner

THE AMERICAN COWBOY
 1450 W 400 N
 West Bountiful
 801-295-7433

THE AMERICAN COWBOY

Our SWIRL wine tasting series is back this month and better than ever! Sip on amazing wines with us at Sea Glass at on March 20th. <http://Ez.com/AtlantisEvents>

Swirl TASTING SERIES

The informal yet informative wine tasting series that repositions a good time.

Enjoy an evening of fine hors d'oeuvres, an abundance of wine and delightful music.

Thursday, March 20, 2014
7:00PM - 9:00PM • Seaglass, The Cove

\$40 per person (incl. gratuity)

PLEASE NOTE: CASH OR ROOM CHARGE ONLY.
 TO RESERVE A SPACE CALL 363.3000 AND ASK FOR RESTAURANT RESERVATIONS.

WINE SELECTION

CAYMUS **CONUNDRUM** **Wagner** **MERSEAU** **MEIOMI**

Like · Comment · Share

65 people like this.

...but no thanks.

It's the end of Summer! (on the calendar, anyway.)

Couldn't get out of town this weekend? Bring your family to Lagoon with these fantastic deals!!!



Summer's Last Blast with

There's still time to have **FUN** before school starts! Visit **LAGOON** and **SAVE** on **SINGLE DAY PASSPORTS** with these coupons. Enjoy all the **RIDES, LAGOON A BEACH, PIONEER VILLAGE** and **ENTERTAINMENT** that **LAGOON** has to offer!

AUGUST 31, SEPTEMBER 1 OR 2, 2013!

THE MORE YOU BUY – THE MORE YOU'LL SAVE!

GOOD FOR ONE DAY ONLY. PLEASE REDEEM THIS COUPON AT ANY LAGOON TICKET WINDOW OR PURCHASE TICKET ON-LINE.

<p>BUY 2 OR 3</p> <p>SINGLE DAY PASSPORTS FOR \$40.95* - TAX, EACH</p> <p><small>Valid for 2 to 3 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of two (2) Single Day Passports to receive discount price per transaction. Coupon void if altered.</small></p>	OR	<p>BUY 4 OR 5</p> <p>SINGLE DAY PASSPORTS FOR \$34.00* - TAX, EACH</p> <p><small>Valid for 4 to 5 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of four (4) Single Day Passports to receive discount price per transaction. Coupon void if altered.</small></p>	OR	<p>BUY 6 TO 12</p> <p>SINGLE DAY PASSPORTS FOR \$31.00* - TAX, EACH</p> <p><small>Valid for 6 to 12 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of six (6) Single Day Passports to receive discount price per transaction. Coupon void if altered.</small></p>
---	----	--	----	---

DON'T FORGET TO VALIDATE YOUR PASSPORTS TO BOUNCEBACK! RETURN TO LAGOON EITHER SEPT. 1, 2, 7, 8, 14 OR 15, FOR \$11.00 - TAX. Some restrictions apply. See Validation Booth for additional information.

*Coupon valid on the specified number of Single Day Passports listed on the coupon. Regular price is \$45.95 - tax. Price is per person. Valid August 31, September 1 and 2, 2013. Not valid with any other offer. Coupon void if altered. X-Venture Zone attractions are not included with Single Day Passport.

ON-LINE PROMO CODE - LASTBLAST13
www.lagoonpark.com/tickets

Like · Comment · Share 1

Here is a GREAT promotion from a couple of GREAT hotels. Get a room any day of the week, from the **Holiday Inn Express Layton I-15** and **Layton Hampton Inn** for only \$79 a night through Jan 5th!



Happy Holidays!
From your friends at the **Layton Hampton Inn** and **Holiday Inn Express**

Get friends or family coming for the holidays? Need a little weekend get away? Catch shopping spirit. Let us make life a little easier this Holiday Season.
Free hot breakfast, good in-hotel and a grand night's rest.
Our Holiday Rate is just \$79
Good through January 5
801.775.4800 801.775.5175

ONLY \$79 A NIGHT!  **tripadvisor**
TripAdvisor guests rate these two hotels as the best in Layton. You will too!

Hampton Inn Salt Lake City / Layton
Special Offer Book Early and Save
#1 of 11 hotels in Layton
4.5/5 (154 reviews)
"Extremely convenient, huge room" 11/20/2013
"Love this place" 11/13/2013
Professional photos | Traveler photos (14) | Map

Holiday Inn Express Layton I-15
Special Offer Save on Hotel Packages!
#3 of 11 hotels in Layton
4.5/5 (57 reviews)
"Manager Specials!!" 10/23/2013
"Awesome stay" 10/10/2013
Professional photos | Photos (20) | Map

Like · Comment · Share 1



Cape Town Festival of Beer

Public - By Visit South Africa

Events Join Maybe

Going (54)



Recent guests (20+ new)

Maybe (15)



Invited (73)



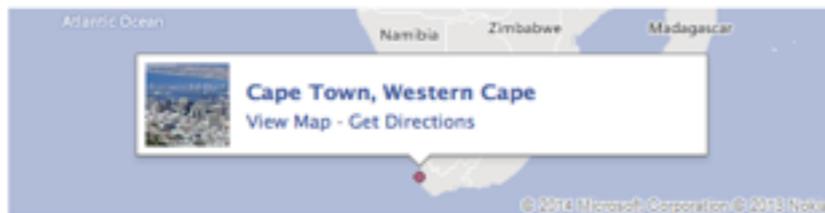
Export

Friday, November 22, 2013

What time?

Cape Town Festival of Beer, the largest festival of beer in the Southern Hemisphere, is around the corner again! The Festival is set for the 22rd, 23th and 24th of November at Hamilton's Rugby Club in Green Point, Cape Town (next to the V & A Waterfront). This year's event is bringing even more beer to the table than ever before.

<http://capetownfestivalofbeer.co.za/>



Cape Town Tens

Public - By Visit South Africa

Events Join Maybe

Going (24)



Recent guests (20+ new)

Maybe (5)



Invited (47)

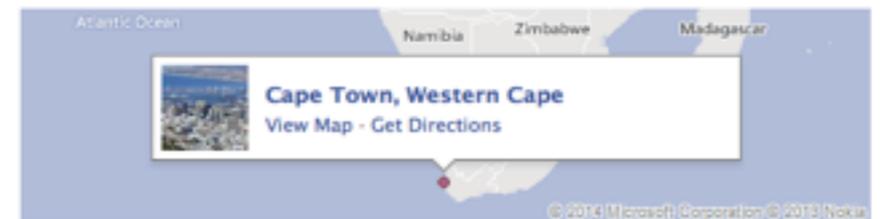


Friday, February 7, 2014

What time?

Cape Town Tens is the world's biggest rugby tens tournament, and Africa's greatest rugby party. A two day festival of sport, music, blue skies, beautiful people and one big party!

<http://www.capetowntens.com/>



If partners are going to send you content, train them for what you want sent.

1. How to take better photos
2. Social menu for partners - what will do you? Provide resources for them (social handles, branded hashtags, etc.)
3. Asset request, GREAT! We're happy to help, but send us something worth sharing.

Also, remember YOU are the curator. You get to pick what you share and where you share it.

PDX Tweeps

A public list by PDX Talk

MEMBERS: 492 SUBSCRIBERS: 31

Unsubscribe from list

Tweets >

List members >

List subscribers >

Recently added members · View all

- Northwest Flavors @NWFlavors
Follow
- SW Portland Post @SWPort...
Follow
- Simple Kitchen Missy @SI...
Follow
- TrueVIP @True_VIP
Follow

List members

- Northwest Flavors** @NWFlavors
We provide gift baskets that showcase NW artisan products and flavors. Shop online. We create custom gifts as well! info@northwestflavors.com
Follow
- SW Portland Post** @SWPortlandPost
Southwest Portland, Oregon's independent neighborhood newspaper since 1992.
Follow
- Simple Kitchen Missy** @SimpleKitchenMM
Simple Kitchen with Missy Maki airs at 9:00AM Sundays on AM 860! Come listen to Missy talk about food, cooking food, foodies, and being food-fabulous in PDX!
Follow
- TrueVIP** @True_VIP
Its that Experience here at TrueVIP and the standards set, that allow us to treat all our clients like the TrueVIP celebrities that they are.
Follow
- Soul River Got SWAG** @SR_RunsDeep
Inspired by a mix of art, design, fashion, humanity and fly fishing. Soul River is an all-new outdoor lifestyle brand where urban meets outdoors.
Follow
- cleanfreaksnorthwest** @_cleanfreaks
Let Clean Freaks clean you gutters, or clean your windows in West Linn, Lake Oswego, Portland or where ever you may need window cleaning or gutter cleaning.
Follow

Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

CREATE ALERT Manage your alerts

raerays

17 5

lindfreeco

12 0

tempency2014

3 0

melissabuisan

103 2

cynthiadelgado393

5 0

Productivity Tools

The screenshot displays a Twitter dashboard with four main columns:

- Mentions (South Africa):** A list of tweets mentioning the user. Recent tweets include:
 - provokernews** (2:08pm): "@SouthAfrica is it even possible to be South African and not read this thought provoking newspaper provokernews.co.za"
 - Unityhallknust** (2:07pm): "@garyalsmith @AfricaFactsZone this fact de333 I doubt, I think its @SouthAfrica"
 - CocktailDeeva** (12:58pm): "@sarahjanesroom @KathyBuckworth @SouthAfrica spent the day today getting X-rays and Now need an MRI bous of the jump I'm out"
 - sarahjanesroom** (12:10pm): "@CocktailDeeva @KathyBuckworth I watched people jump from that bridge in @SouthAfrica, but that was enough adventure for me!!"
 - Bloggeries** (11:35am): "Flight to Cape Town And The Trip to Bo-Kaap, South Africa @SouthAfrica #travel #SHABL ow.ly/uaX0m"
 - Bloggeries** (11:35am): "Flight to Cape Town And The Trip to Bo-Kaap, South Africa @SouthAfrica #travel #SHABL ow.ly/uaX3b" (1 retweet)
 - Sharukh_Khan_** (11:15am): "2000 years old tree in South africa known as tree of life @SouthAfrica pic.twitter.com/ovFvam8IOGG"
 - emr04** (10:35am): "Aaaaand now tourism will skyrocket for @SouthAfrica @buzzfeedtravel @BuzzFeed @laraeparker #HappyFeet"
 - plotforpeace** (10:08am): "@howden_africa Have you seen new #DOC about the behind the scenes negotiations that went on to bring about fall of @SouthAfrica's apartheid"
 - AbbyBeaux_PR** (9:18am): "Thanks for Hatrick against South Africa, @neymarjr !!!"
- South africa (Search):** Search results for "South africa". Recent tweets include:
 - chelseafc** (7:23am): "Nice to see the Brazilians, after a long trip to South Africa, back among the group...#CFC pic.twitter.com/3eGfMtRvNg" (Retweeted by inookw and 684 others)
 - EwartChristine** (12:06pm): "#GeorgeRodger SOUTH AFRICA. 1947. Basutoland(Lesotho). Young Basuto boy wrapped in blankets. #photography pic.twitter.com/txm94L84J" (Retweeted by ahya_0723 and 7 others)
 - barcafans_club** (4:48pm): "Thanks for Hatrick against South Africa, @neymarjr !!! ☐☐#ThanksNeymarjr#FromIndonesia pic.twitter.com/27aepEadp4d p4" (Retweeted by _reginut and 2 others)
 - lisaasmo** (4:49pm): "LUCKY DUBE - REMEMBER ME - (SOUTH AFRICA):youtu.be/FKbPWkYLxM via @YouTube"
 - dianaprilia_21** (4:49pm): "@barcafans_club: Thanks for Hatrick against South Africa, @neymarjr !!! ☐☐#ThanksNeymarjr#FromIndonesia pic.twitter.com/E74MwLooD oe0"
 - BBCAfrica** (8:20am): "Brazil donated £120,000 of the money they received from their match against South Africa to #Mandela Foundation pic.twitter.com/nPTbzgJO" (Retweeted by LoyalKaj and 146 others)
 - PretoriaTravel** (4:49pm): "Witness: Pistorius prayed over his shot girlfriend: PRETORIA, South Africa — As the girlfriend he shot in the ... bit.ly/NZiZcb"
 - Elizabeth_Mai** (4:48pm): "There's A Beach in South Africa With Penguins - went here as a kid. No one told me about the sharks! #BouldersBeach buzzfeed.com/laraparker/bea..."
 - barcafans_club** (4:48pm): "Thanks for Hatrick against South Africa, @neymarjr !!!"
- Sent Tweets (South Africa):** A list of tweets sent by the user. Recent tweets include:
 - SouthAfrica** (4:50pm): "RT @manofthehourmag: The remarkable story of the #SouthAfrican city's thriving house scene. bit.ly/1hNPGDZ #Jozi"
 - SouthAfrica** (4:28pm): "@nickkroll Sued up for a night out with Bobby Bottleservice! pic.twitter.com/n3GGmDpYa" (Show Conversation)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (6 retweets)
 - SouthAfrica** (1:50pm): "Paragliding, shark cage diving, microlight flights & more! What's on your SA bucket list? budurl.com/MyBig5 #MyBig5" (3 retweets)
 - SouthAfrica** (12:35pm): "7 can't miss music festivals in South Africa: budurl.com/e7cn via @CNN" (9 retweets)
 - SouthAfrica** (11:40am): "Great video from @JackGadzinowski's epic South African adventure. What'd your dream SA experience? budurl.com/kn8n"
 - SouthAfrica** (11:05am): "@HMPhotouk SA misses you too, Hayden!" (Show Conversation)
 - SouthAfrica** (Mar 05, 2:49pm): "@sarahjanesroom That sounds thrilling enough!" (Show Conversation)
 - SouthAfrica** (Mar 05, 12:48pm): "How many times have you fallen in love with Cape Town? This photo from @clarism_4 has us falling all over again! ... pic.twitter.com/vnY2v7ej" (12 retweets)
 - SouthAfrica** (11:25am): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (6 retweets)
- #VisitSouthAfrica (Keyword):** A list of tweets with the hashtag #VisitSouthAfrica. Recent tweets include:
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by brothers and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by AniNauriya and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by PhilipRead1 and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by lexjohnston_ and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by M424Filmoast and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (Retweeted by MSAngelaRoman and 5 others)
 - SouthAfrica** (3:48pm): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (6 retweets)
 - ToursDeMornay** (12:43pm): "Wow, that's wonderful news @MOWLondon @SiyalKhula @NationalGeoPix That's why #wloveCapeTown #SouthAfrica #visitSouthAfrica" (Show Conversation)
 - MzansiGirl** (11:25am): "Hitchin' a ride. Your daily dose of cuteness brought to you by @johannesdewet. #visitsouthafrica pic.twitter.com/xAO78fnpK" (6 retweets)

STEP 2: FINE TUNING

When Your Fans Are Online

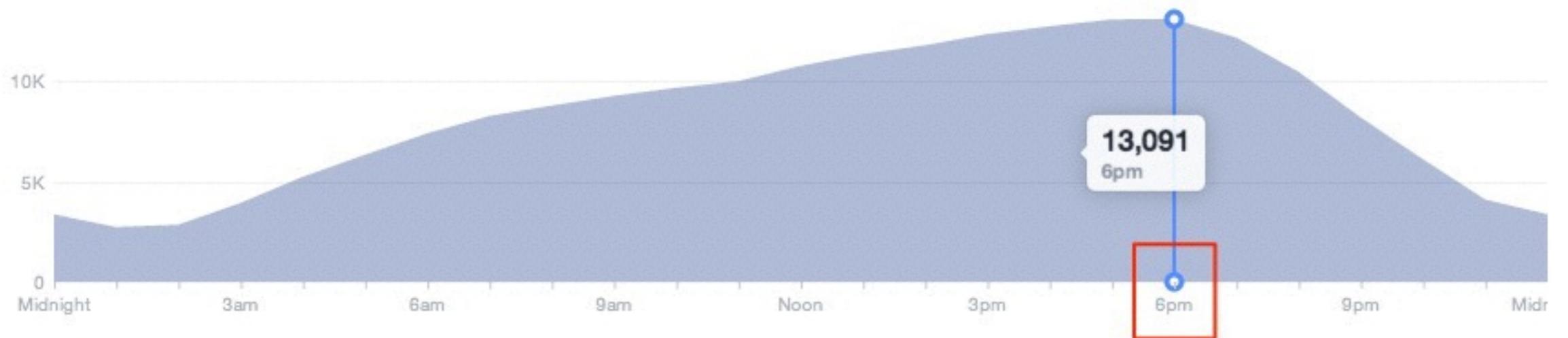
Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



INSIGHTS -> POSTS

Plan ahead

Event / holiday / promotion

2

3

Platform

Content theme

4

1

Date

Date	Events	Facebook	Twitter	Instagram	Pinterest	Google+	YouTube	Content theme
Date			content					
Date	Event 1	content	content	content		content	content	
Date			content					
Date			content					
Date	Event 2	content	content	content				
Date			content		content	content		
Date		content	content	content				
Date			content					
Date	Event 3	content	content	content	content	content		
Date			content					
Date	Event 4	content	content	content	content	content		
Date			content					

5

Content description / image needed

CONTENT CALENDAR / SHOT LIST

Create timely events



JCPenney @jcpenney
Oops...Sorry for the typos. We were #TweetingWithMittens. Wasn't it supposed to be colder? Enjoy the game! #GoTeamUSA
4:57 PM - 2 Feb 2014
3,820 RETWEETS 2,175 FAVORITES

JCPenney @jcpenney
Toughdown Seadawks!! Is sSeattle going toa runaway wit h this???

Doritos @Doritos
Slow down, @jcpenney. Have some #Doritos.
4:43 PM - 2 Feb 2014
1,446 RETWEETS 970 FAVORITES

Ad Age 83 Ad Age @adage · Feb 2
Was @JCPenney Twitter hacked or is their tweeter drunk?

Farnoosh Torabi @FARNOOSH · Feb 2
@adage @jcpenney i think they're typing w mittens on.

JCPenney @jcpenney
@FARNOOSH We're mitten with you! Please send us a DM and we will send you a pair!
#TweetingWithMittens

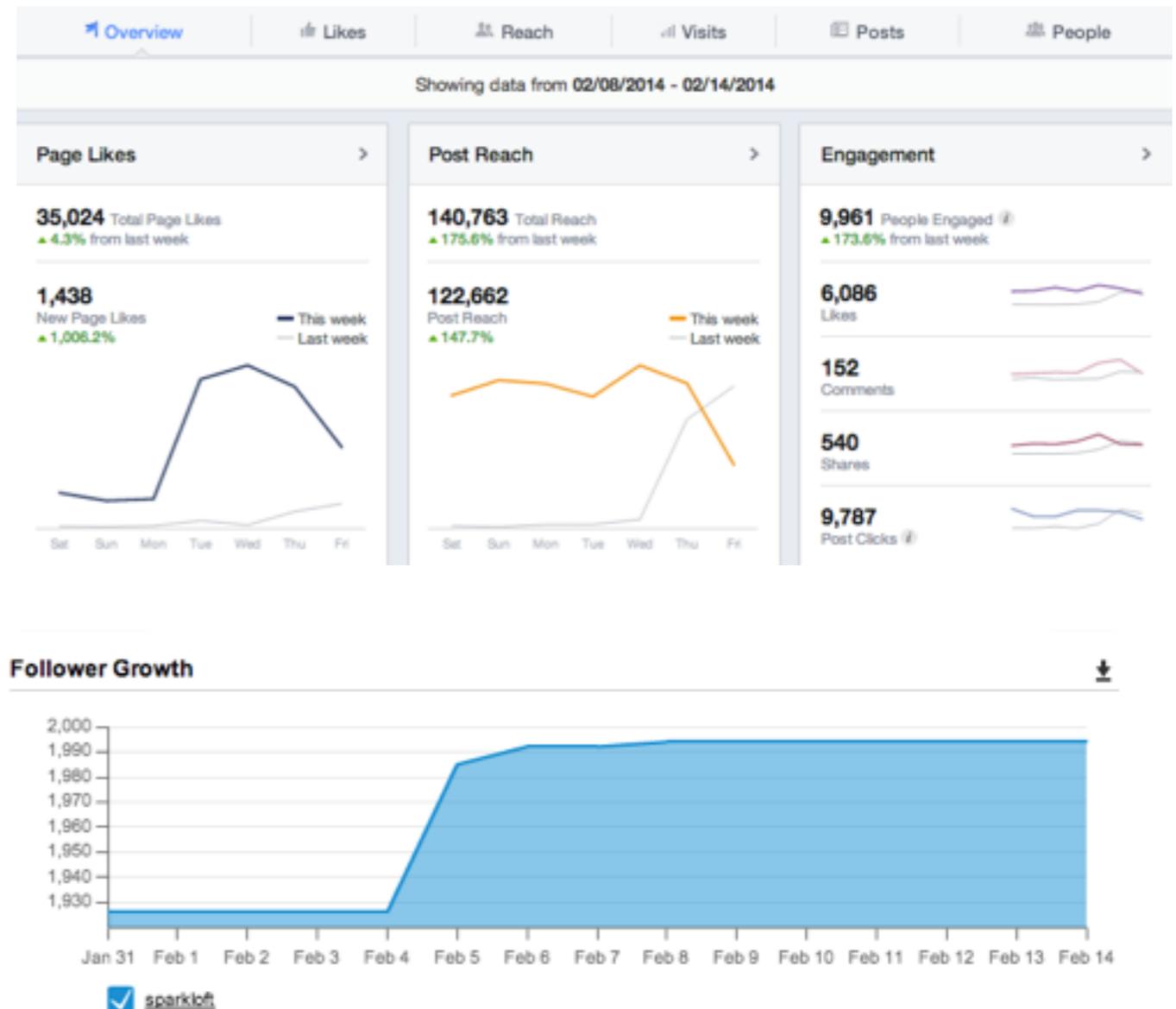
....?



Source: Flickr Creative Commons

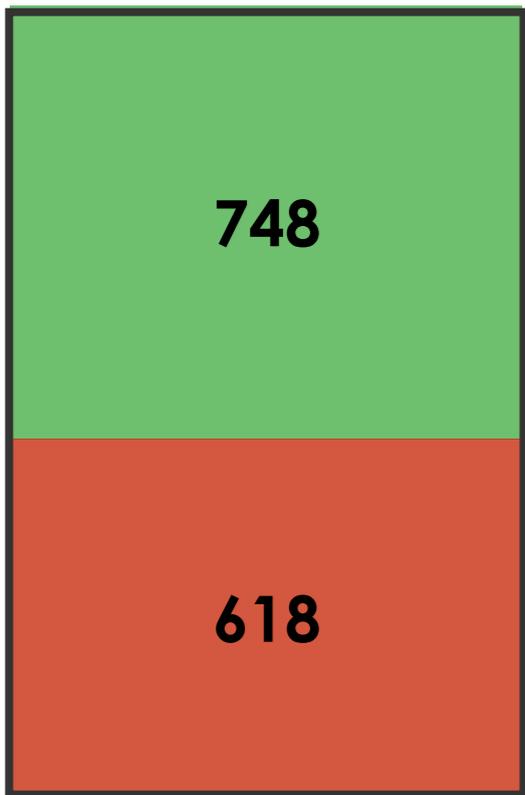
UP AND RUNNING?

- 1 Are people sharing?
- 2 Are people engaging?
- 3 Are your posts getting the right number of impressions?
- 4 Is your follower or like count growing monthly?





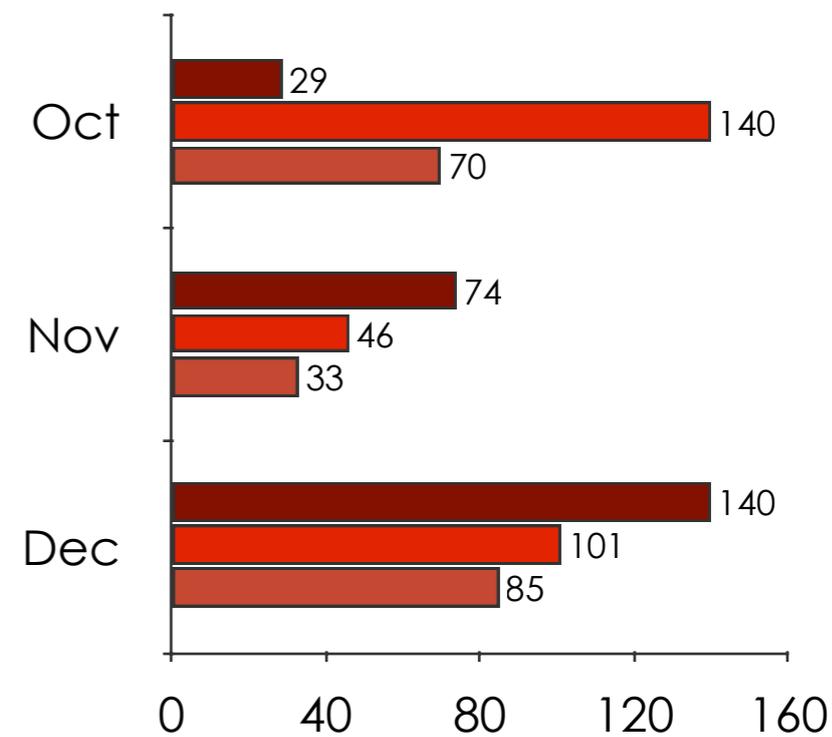
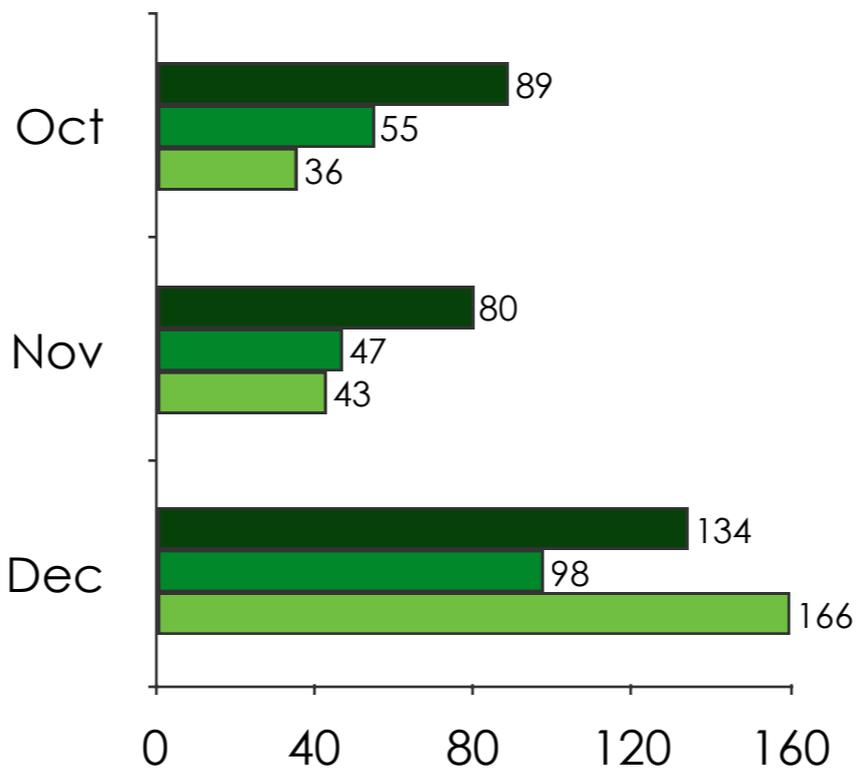
Total Sentiment



- 1. Outdoor themes
- 2. Culinary themes
- 3. Praise for promotion



- 1. Website issues
- 2. Events
- 3. Lack of deals



- 1 Manufacture the pieces
- 2 Put them all together
- 3 Test
- 4 Innovate
- 5 Repeat



LET'S MAKE A BLUEPRINT

DEFINE YOUR BRAND

1. WHAT'S YOUR BRAND'S STORY?

WHY IS IT IMPORTANT?

By first establishing what your story is and how it's defined, you are able to determine how your content helps tell this story and make sure it stays true to your brand.

2. WHO'S YOUR AUDIENCE?

WHY IS IT IMPORTANT?

You could create the best content in the world, but if it doesn't align with your target audience, it doesn't matter. Ask yourself: Why would they care and why would they share?

3. WHAT DO YOU WANT YOUR CONTENT TO SPEAK TO?

WHY IS IT IMPORTANT?

Defining this is essential in keeping yourself in check when creating and posting content. Knowing what you want to speak to will help you avoid getting off topic.

4. HOW WOULD YOU DESCRIBE YOUR BRAND'S VOICE?

WHY IS IT IMPORTANT?

Whether your brand voice hints at a promise of luxury or speaks in a conversational tone, make sure you understand what your voice is and stick to it when both sharing and responding.

5. HOW IS YOUR BRAND'S LOOK REFLECTED IN SHARED IMAGES?

WHY IS IT IMPORTANT?

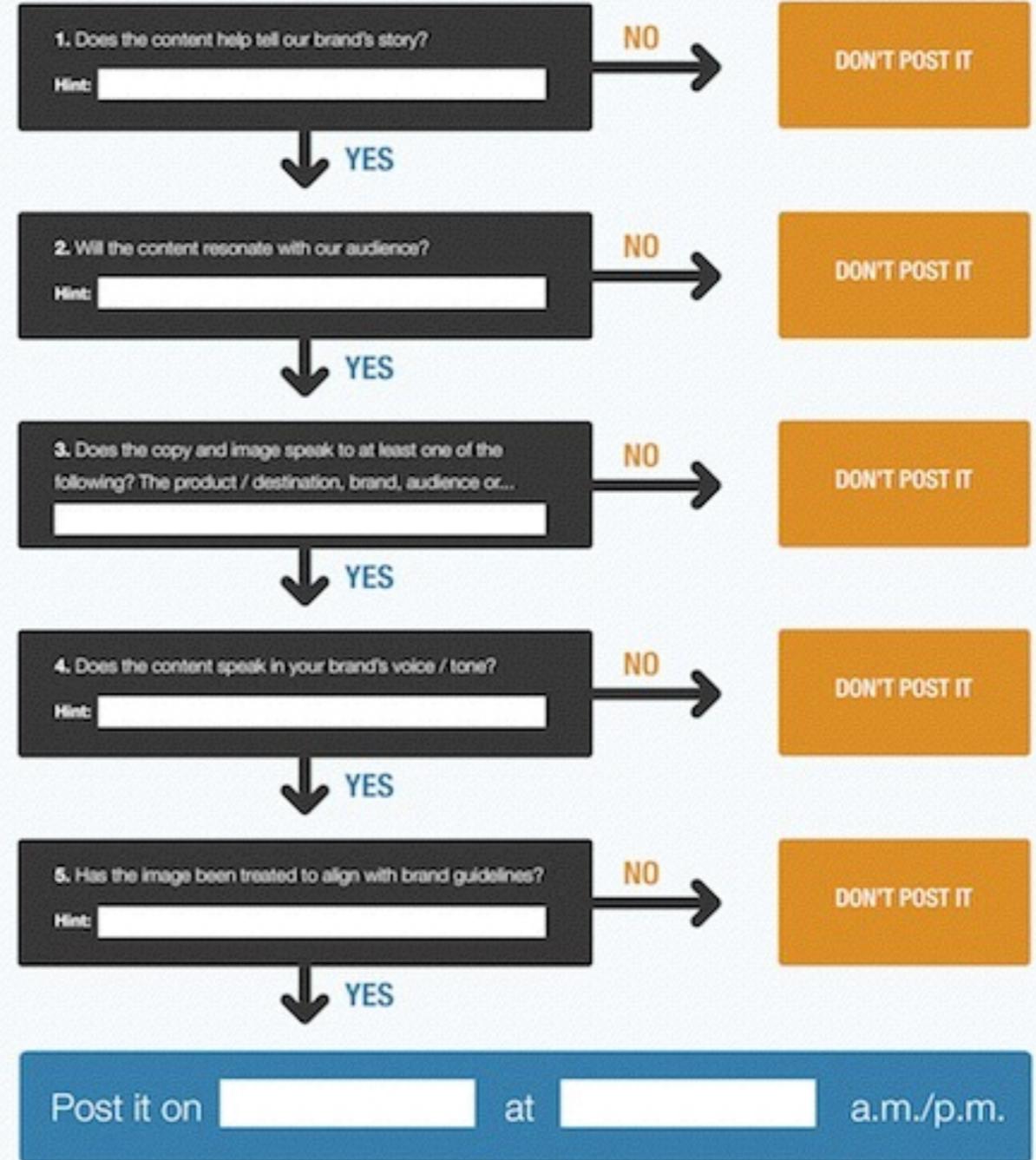
Clearly defining your brand's look will help you stay consistent across platforms and generate brand recognition among a sea of content.

6. WHEN DO YOU SHARE CONTENT?

WHY IS IT IMPORTANT?

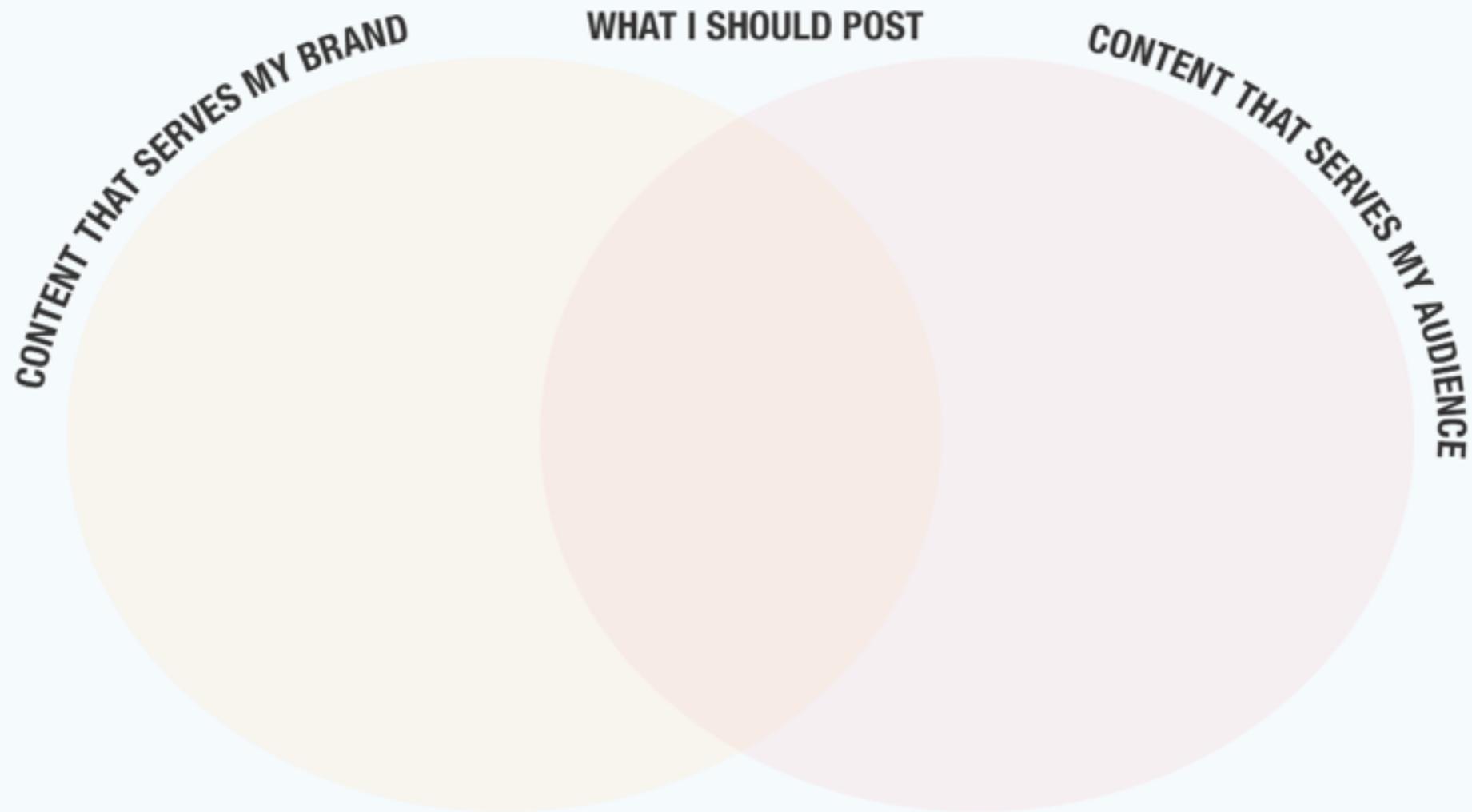
Utilize your page insights as well as testing out different posting times and days to see when your fan base is online and engaging with your content the most.

CREATE YOUR PLAN



THE MIDDLE GROUND

In the left circle, identify content that serves your brand. In the right circle, identify content that serves your audience. In the middle, identify the content that serves both you and your audiences.



Thank you!



Tess McBride
@tess_mcbreezy

Kat Reese
@kat_pdx